# News release

## Smart businesses profiting while the sun shines

5 August 2003

As Britain swelters in near record temperatures, savvy businesses are using advance weather forecasts to maximise their money making opportunities.

Met Office forecasts last week predicted temperatures in the mid-30s (Celsius) by Wednesday, with the possibility a new record high could be reached.

With the mercury poised to shoot up the thermometer, Safeway responded to Met Office alerts by stocking up on key hot weather goods and boosting summer sales promotions. Compared to last weeks sales, in the last few days Safeway has sold:

- 800% more burgers
- 150% more cheese slices
- 500% more hot dog rolls
- 700% more iceberg lettuces
- 300% more bottled water and fruit juices
- 400% more sun cream

The hot weather also brought out the bubbly, with Champagne sales at Safeway 33% up on this time last year.

**Steve Noyes, Met Office Business Director,** said:
"All too often hot weather is used as an excuse for poor sales figures. But smart companies use advance weather forecasts to make money, not excuses. With the right marketing promotions and the right purchasing and supply decisions, companies can make the tills run hot, rather than watching their profits melt away.

"In this weather there's not much point selling half price soups and bringing in a bumper supply of roast joints and Yorkshire puddings. Companies that listen to the Met Office will have brought in extra salad, meat for the barbeque, fruit juices and bottled water. Combining sensible stock decisions with tempting summer promotions, smart operators will be luring customers in as they travel home from work to enjoy the evening sun."

Research from Datamonitor, the independent market analysts, has shown that if tailored, reliable weather information is fully utilised by retailers to maximise revenue per square foot, up to £4.5 billion in additional revenue could be realised. This represents 5.7 per cent of total annual UK grocery and clothing market revenues.

The report, *'Profiting from Weather Information - An analysis of weather sensitivity in the retail sector'*, challenges the regularly used excuse that poor sales, and thus poor financial results, can be blamed on adverse weather conditions.

**Mark Aylwin, Supply Operations Director for Safeway,** said:
"We always keep a close eye on the weather, which enables us to select certain products to bring into store to ensure we are fully stocked.

"By acting on Met Office predictions we were able to get the best, most appropriate items on our shelves giving our customers some fantastic offers."

More about Met Office retail services

**Notes**:

**About the Met Office**
The Met Office is a world leader in the provision of advice on the weather and the natural environment. For 150 years, we have been the UK's national weather service, providing services to government departments, companies in commerce, industry and the media. However, the Met Office does not just focus on 'the weather'. We look at the impacts of the weather on business and the environment and have expanded into providing environmental science services, including hydrology and oceanography. The Met Office is also expanding our international operations and is extending co-operation and forging partnerships within the international 'weather' communities.

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